1999

YUKON VISITOR EXIT SURVEY

REGIONAL PROFILES

NORTH YUKON REGION

REGIONAL PROFILES

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The Yukon Regional Exit Survey was a joint project of the Yukon Government's Department of Tourism and the Yukon Bureau of Statistics.

This report presents selected figures from the 1999 Yukon Regional Exit Survey. For further information on the 1999 Yukon Regional Exit Survey contact the Industry Services Branch of the Department of Tourism at:

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INTRODUCTION

From June to September of 1999 a major survey of visitors was undertaken by the Yukon Bureau of Statistics on behalf of the Yukon Government's Department of Tourism. This survey, referred to as the Visitor Exit Survey (VES), sought answers from visitors on a wide variety of questions relating to their Yukon visit. A comparable survey was run in 1987 and 1994. Many of the results in the 1999 survey are compared to results from the 1994 survey in this report.

The VES was administered to visitors as they left the Yukon for the last time.

A brief report on the preliminary results of the VES was released in the fall of 2000. Preliminary results from the regional visitor exit survey were also released in the fall of 2000.

The current report will focus specifically on the results of the regional visitor exit survey administered in the North Yukon region (one of nine Yukon tourism regions) in conjunction with the VES. Other reports will cover the eight remaining tourism regions: Campbell, Carcross/ Southern Lakes, Klondike, Kluane, Silver Trail, Teslin, Watson Lake, and Whitehorse.

In addition to further regional reports, an overall Yukon summary will be prepared as well as a technical paper describing the methodology used in the survey.

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HIGHLIGHTS

HOW MANY VISITORS CAME TO THE REGION ?

- In 1999, **7,763** *visitors* came to the North Yukon region, up 1,259 or 19% from 1994 (6,504).
- **7,336** *visitors* actually stopped in the region, up 2,881 or 65% from 1994 (4,455).
- Visitors travelled in groups or parties. In 1999, **3,347** *visitor groups or parties* stopped in the region. This was up 1,118 or 50% from 1994 (2,229).
- On average there were **2.2** *visitors* in each group or party. In 1994, there were 2.0 *visitors* in each group or party.

WHO MADE THE VISITS ?

- **54%** of *visitors* were men; **46%** of *visitors* were women.
- **12%** of *visitors* were younger than 18 years of age; **59%** were between 18 and 54; and **29%** were older than 54.
- **57%** of *visitor parties* were from Canada; **28%** were from overseas; and **15%** were from the U.S.A.
- **56%** of Canadian *visitor parties* were from British Columbia; a detailed breakdown of overseas and U.S.A. *visitor parties* is not available.

WHAT DID THE VISITORS DO WHILE IN THE REGION ?

- **87%** of *visitors* to the North Yukon region were on a pleasure trip.
- **80%** of *visitor parties* travelled within the region by car, truck or van.
- The number of *visitor parties* that rented a vehicle to travel within the region is not available.
- The **most frequently** mentioned activity was visiting business attractions.

WHAT WERE THE LOGISTICS OF THEIR STAY ?

- **62%** of *visitor parties* to the North Yukon region stayed for one less than one night.
- The largest percentage of *visitor parties* (**52%**) stayed in campgrounds.
- The second largest percentage of *visitor parties* (**11%**) stayed in hotels or motels.

HIGHLIGHTS

HOW DID THEY ENJOY THEIR STAY WHILE IN THE REGION ?

- **54%** of *visitors* said that the most **positive** thing about their visit to the North Yukon region was the scenery.
- **25%** of *visitors* said that the most **negative** thing about their visit to the North Yukon region was lack of time.
- When asked what would make them stay longer in the North Yukon region, **77%** of *visitors* said 'time' (meaning that if they had more time available they would be able to stop in the region longer).
- **100%** of *visitors* said they had received good, or very good value for their money in terms of outdoor/ wilderness activities; **100%** said the same about tours such as flight-seeing, walking tours, etc.; **96%** attractions; **90%** accommodations; **90%** meals & refreshments in restaurants; **62%** entertainment and recreation; **46%** automobile and RV service/ repair; **42%** Yukon arts and crafts; and **32%** shopping and retail services.

HOW MUCH DID THEY SPEND ON THEIR VISIT TO THE REGION ?

- Spending by *visitors* to the North Yukon region totalled approximately **$581,124**, up 309,954 or 114% from 1994 ($271,170 expressed in 1999 dollars).
- The typical amount spent by each *visitor party* during their visit to the North Yukon region was **$123**.
- **41%** of *visitor parties* spent in excess of $100 each night of their stay.
- Each *visitor* who stayed a night in the North Yukon region spent on average **$41**.
- Overseas *visitor parties* spent on average **$29** during their visit to the North Yukon region; Canadian *visitor parties* spent **$284**; and *visitor parties* from the U.S.A. spent on average **$69**.
- A detailed breakdown of expenditures by visitors in the North Yukon region is not available.

HOW DID THEY PLAN FOR THEIR VISIT ?

- **94%** of *visitor parties* stated that they had planned to visit the North Yukon region before arriving in the region.
- The **Milepost** magazine was the most frequently mentioned source of information *visitor parties* used in planning their trip.

A SPECIAL NOTE ABOUT THE SURVEYS

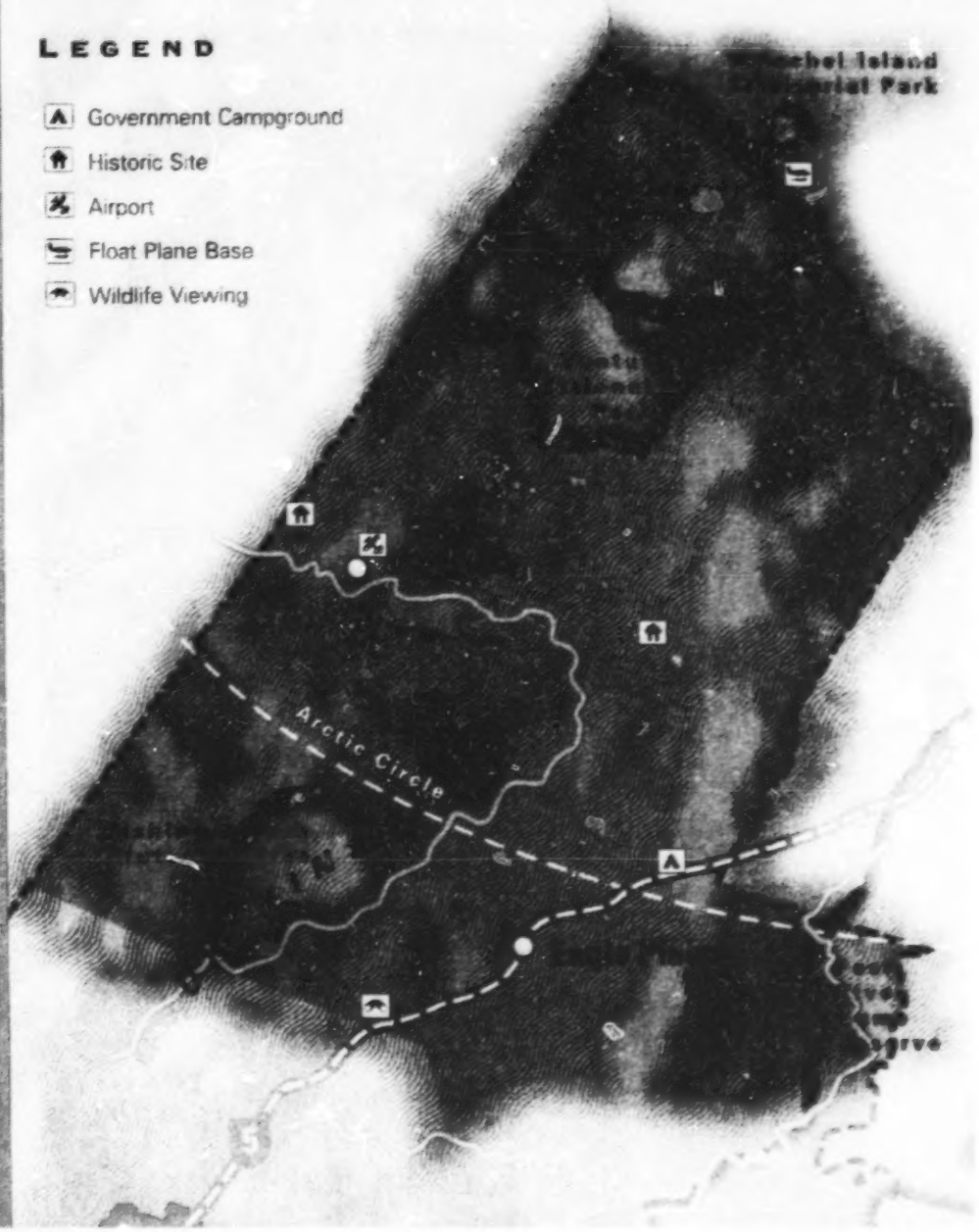
This report on the North Yukon region is based on the results of the regional surveys administered as part of the 1999 Visitor Exit Survey (VES).

A regional visitor was defined as a non-resident who made at least one stop in the region. A non-resident who travelled through a region without stopping was not counted by the survey as a regional visitor. A stop could have been as brief as gassing up at a local service station or stopping at a visitor reception centre, or could have been as long as staying over in the region for several nights. A stop could also have involved leaving the region and returning to continue the visit. For example, Mr. and Mrs. Smith from Houston, Texas travelled to the Yukon in June, 1999. They arrived in the Klondike region, Dawson City to be exact, and stayed for three nights, leaving to travel over the Top of the World Highway to various destinations in Alaska. In late July they returned to the Yukon on their way home via the Alaska Highway, stopping briefly in the Kluane region at Beaver Creek, Destruction Bay and overnight in Haines Junction, before arriving in Whitehorse for a stay of two nights. They then departed the Yukon via the south Klondike Highway through Carcross on their way to Skagway and ferry service to the south. For the purpose of the Klondike regional survey they were counted as a party of two, who visited the Klondike region once for a total stay of three nights. Since the Smiths made several stops and stayed overnight in Haines Junction before their two night stay in Whitehorse, they would also have been counted as visiting both the Kluane and Whitehorse regions.

The report released in October of 2000, 1999 Visitor Exit Survey Preliminary Summary, presented statistics from the Visitor Exit Survey (VES). This survey was administered to visitors as they left the Yukon for the last time. Results from the VES showed that between June and September of 1999, 232,766 visitors came to the Yukon. However, most visitors to the Yukon, such as in our example above of the Smiths from Texas, visit and stop in more than one Yukon tourist region. These visitors, or 'shared customers', were counted by the regional VES in each region visited. The regional surveys show that the 232,766 Yukon visitors counted by the VES as they left the Yukon for the last time, made approximately 530,000 'stops' in total to all of the nine Yukon visitor regions.

The focus of each of the regional reports therefore will be on the number of tourists who visited the region - who they were, where they came from, how much they spent, what they did in the region, where they stayed, how they 'got around' and how they evaluated the local services and attractions.

NORTH YUKON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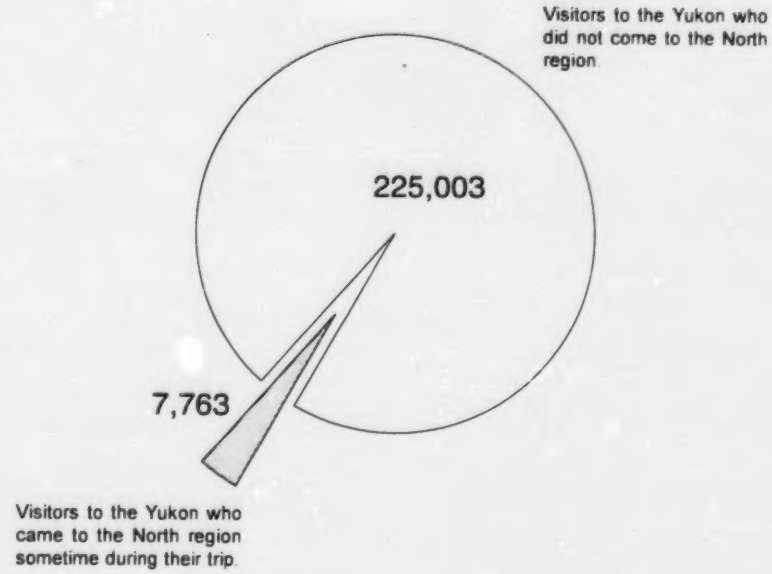
HOW MANY VISITORS CAME TO THE REGION ?

The pie chart on the right shows the number of visitors who came to the North region from June to September of 1999, compared to the total number of visitors to the Yukon during the same time period. Of the 232,766 visitors to the Yukon, 7,763 or 3% spent some time in the North region (97% of visitors to the Yukon did not go to the North region).

In 1994, 6,504 out of 206,800 visitors to the Yukon came to the North region (3%).

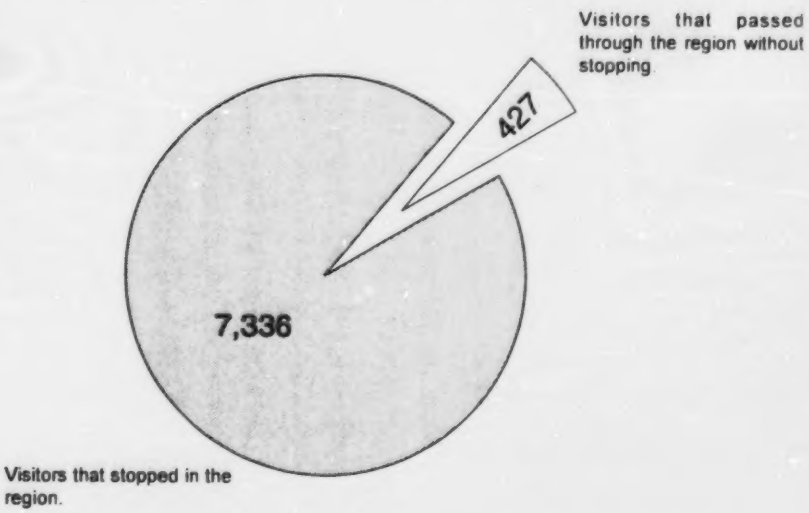
Visitors to the North Yukon Region
(Visitors to the Yukon = 232,766)


Visitors to the Yukon who did not come to the North region.
225,003
7,763
Visitors to the Yukon who came to the North region sometime during their trip.

The graph on the right compares the number of visitors who came to the North region with the actual number of visitors who stopped in the region. Of the 7,763 visitors to the North region, 7,336 or 95% stopped in the region, 427 or 5% simply passed through without stopping.

In 1994, 4,455 out of 6,504 visitors to the North region stopped in the region (69%).

Visitors Stopping in the North Yukon Region
(Visitors to the North Yukon Region = 7,763)



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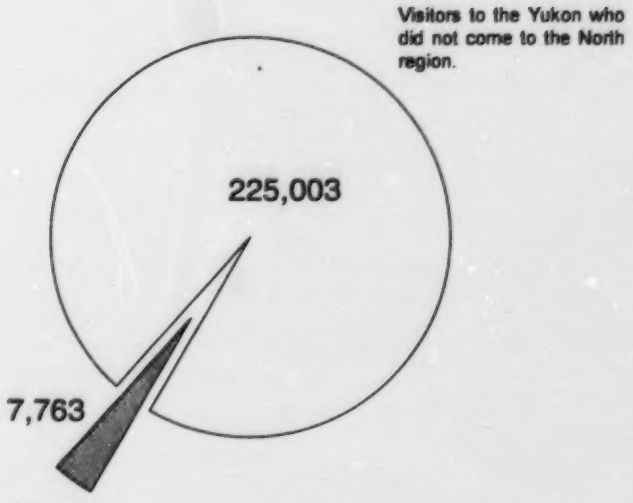
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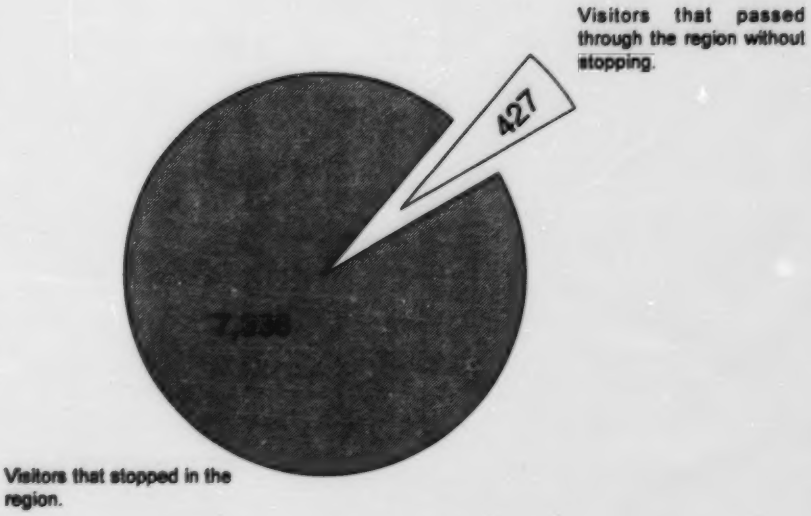


HOW MANY VISITORS CAME TO THE REGION ?

Of the nine visitor regions the North region had the fewest number of visitors.

In 1999, 7,336 visitors stopped in the North region, up from 4,455 visitors in 1994. The total number of visitors to each region in the Yukon increased from 476,585 in 1994 to 529,347 in 1999 (11%).

Visitor Region	Number of Visitors 1994	1999
North Yukon	**4,455**	**7,336**
Silver Trail *	7,290	14,022
Campbell	13,821	30,835
Teslin	46,209	45,730
Carcross/ Southern Lakes	44,061	52,533
Watson Lake	70,960	63,520
Klondike	58,020	78,280
Kluane	100,496	92,516
Whitehorse	131,273	144,575
Total Visitors	**476,585**	**529,347**

Note: the total visitors figure (529,347) is much larger than the total visitors to the Yukon figure of 232,766 since Yukon visitors who stopped in multiple regions (shared customers) were counted as a visitor in each region (see page 8 for more detail).

* Note: the definition of the Silver Trail region changed from 1994 to 1999.

Travel Parties Stopping in the North Yukon Region
(Travel Parties to All Regions = 231,800)

Note: travel parties who stopped in more than one region would be counted more than once.

Regional visitors were asked how many people were travelling with them in their immediate travel party, sharing expenses, experiences or decisions. The chart on the left shows the number of travel parties who visited the North region compared to the total number of parties visiting the other eight regions. In total, 231,800 travel parties visited all the regions, with 3,347 or 1% visiting the North region.

In 1994, 2,229 out of 207,689 travel parties stopped in the North region (1%).

HOW MANY VISITORS CAME TO THE REGION ?

Of the nine visitor regions the North region had the fewest number of travel parties.

In 1999, 3,347 travel parties stopped in the North region, up from 2,229 travel parties in 1994. The total number of travel parties to each region in the Yukon increased from 207,689 in 1994 to 231,800 in 1999 (12%).

Note: travel parties who stopped in more than one region would be counted more than once..

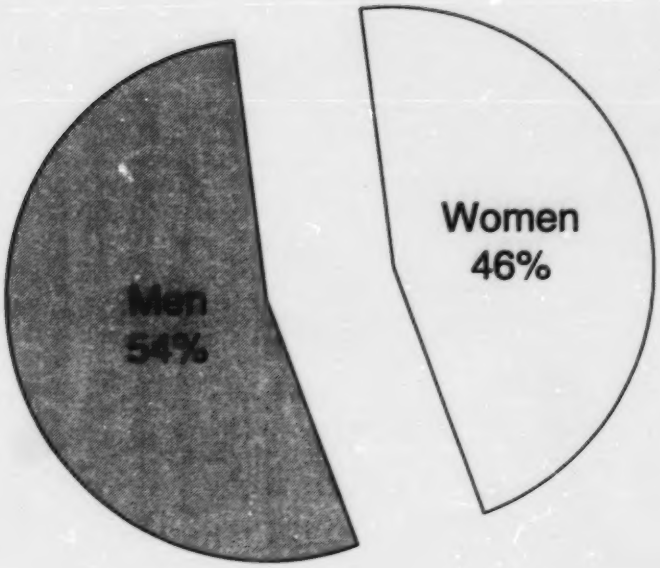
* Note: the definition of the Silver Trail region changed from 1994 to 1999.

Visitor Region	Number of Travel Parties 1994	1999
North Yukon	**2,229**	**3,347**
Silver Trail *	3,318	6,119
Campbell	6,383	14,287
Teslin	17,447	21,200
Carcross/ Southern Lakes	19,548	21,435
Watson Lake	27,908	27,251
Klondike	27,230	32,706
Kluane	42,633	42,085
Whitehorse	60,993	63,370
Total Parties	**207,689**	**231,800**

The average party size varied from one region to the next. The table on the right shows the average party size in each of the tourist regions of the Yukon.

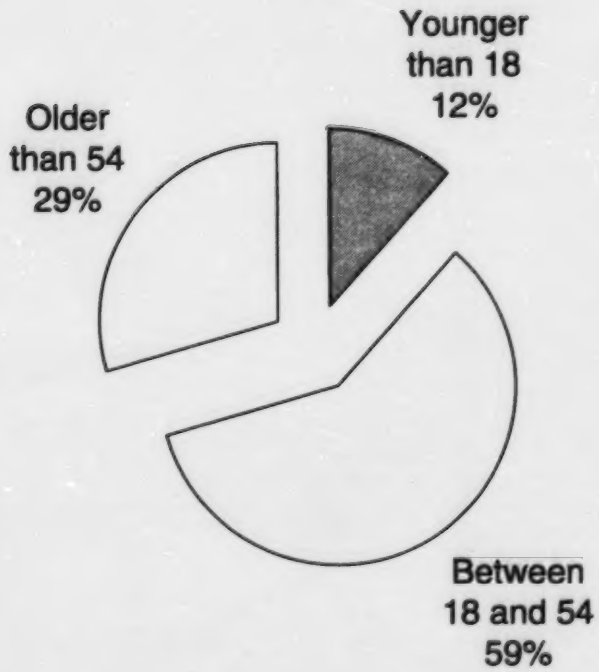
Note: these figures have been rounded to one decimal point. Therefore calculations using them may not be consistent with data shown in other areas of this report.

Visitor Region	Average Party Size 1994	1999
Teslin	2.6	2.1
North Yukon	**2.0**	**2.2**
Campbell	2.2	2.2
Kluane	2.4	2.2
Silver Trail	2.2	2.3
Watson Lake	2.5	2.3
Whitehorse	2.2	2.3
Klondike	2.1	2.4
Carcross/ Southern Lakes	2.3	2.5



A breakdown of visitors to the North region shows that 46% were women (all ages) and 54% were men.

In 1994, 43% of all visitors to the North region were women and 57% were men.



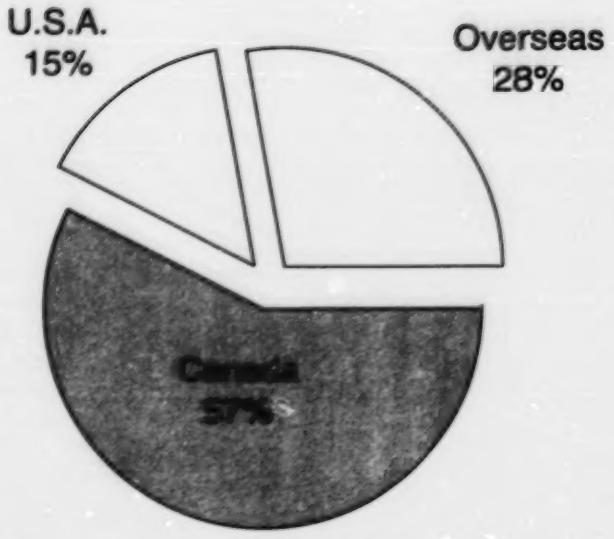
Looking at the age of visitors to the North region, approximately 12% were younger than 18 years of age, 59% were between 18 and 54 years old and 29% were older than 54.

In 1994, 5% of all visitors to the North region were younger than 18 years of age, 59% were between 18 and 54 years old and 36% were older than 54.

WHO MADE THE VISITS?

Of the 3,347 parties or groups of visitors to the North region, 1,924 or 57% were from Canada, 497 or 15% were from the U.S.A. and 926 or 28% were from overseas.

In 1994, 2,229 parties visited the North region, 589 or 26% were from Canada, 838 or 38% were from the U.S.A. and 802 or 36% were from overseas.

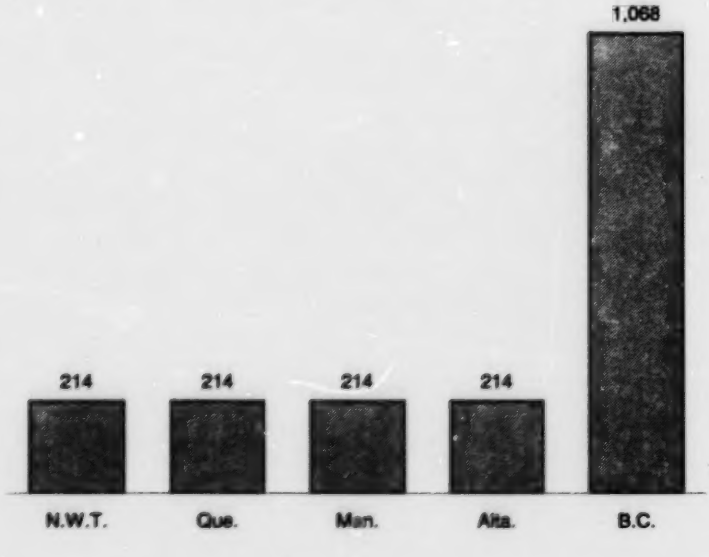


Of the 1,924 parties of Canadian visitors to the North region, 56% were from B.C., 11% were from Alberta, 11% were from Manitoba and the remaining 22% were from other provinces.

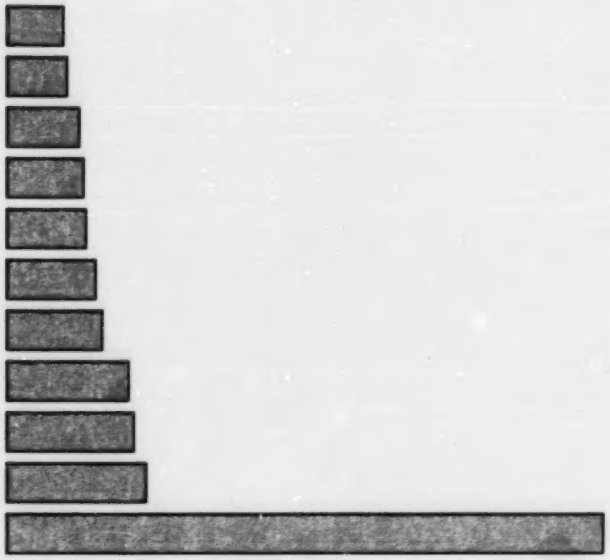
In 1994, 589 parties from Canada visited the North region. A detailed breakdown by province of origin is not available.

Note: estimates are subject to high sampling variablity.

Visitors from Canada to the North Yukon Region



Visitors from the U.S.A. to the North Yukon Region

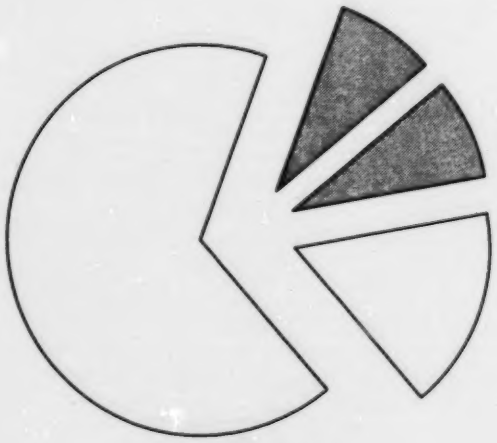


Detail Not Available

Of the 3,347 visitor parties to the North region, 497 were from the United States. A detailed breakdown by state of origin is not available.

In 1994, 838 American visitor parties stopped in the North region. A detailed breakdown by state of origin is not available.

Visitors from Overseas to the North Yukon Region



Detail Not Available

Of the 3,347 visitor parties to the North region, 926 were from overseas. A detailed breakdown by country of origin is not available.

In 1994, 802 overseas visitor parties stopped in the North region. A detailed breakdown by country of origin is not available.

WHAT DID THE VISITORS DO WHILE IN THE REGION?

What was the purpose of their trip to the North region?

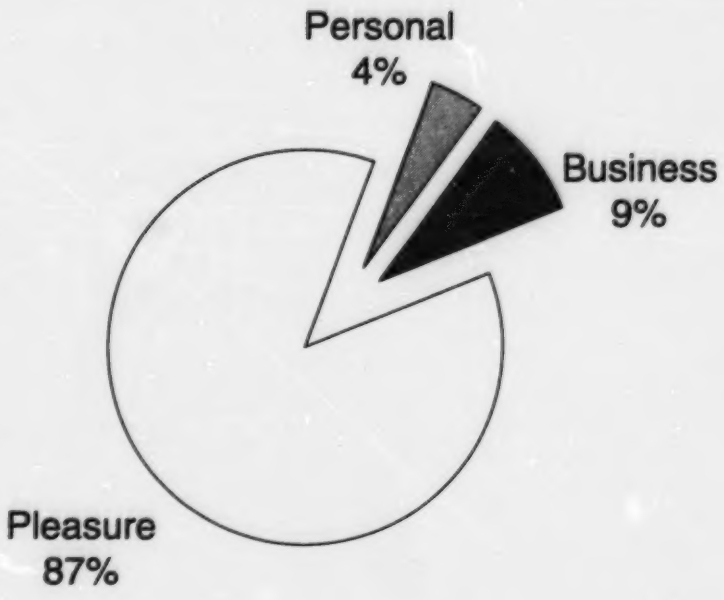
Of the 7,336 visitors to the North region, 6,363 or 87% were visiting for pleasure, 332 or 4% were visiting for personal reasons and 641 or 9% were visiting for a business purpose.

A breakdown of the business purpose visitors to the North region is not available.

A breakdown of visitors to the North region for personal reasons is not available.

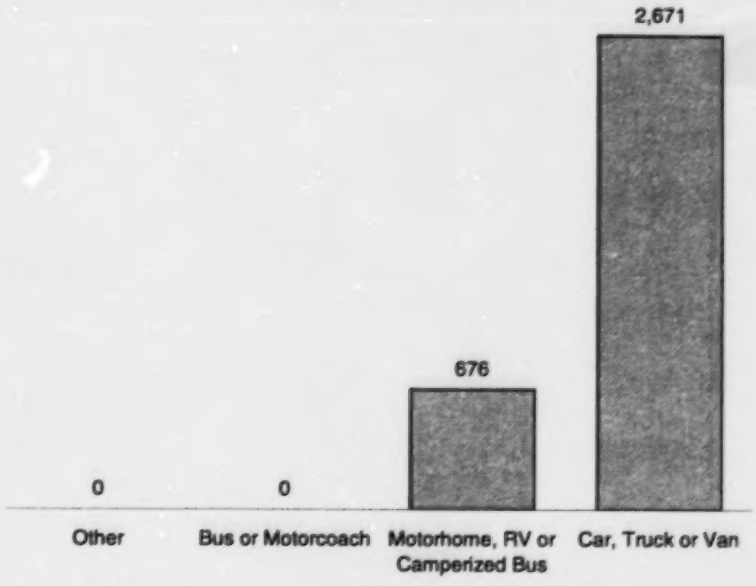
Pleasure purpose visitors to the North region break down as follows: 17% to participate in or attend events, 35% to experience Yukon history, and 48% for touring.

Note: visitors were able to respond in more than one 'business', 'personal' or 'pleasure' category.



Pleasure Travel	
Participating In/ Attending Events	1,069
Experiencing Yukon History	2,255
Touring	3,039
Total	**6,363**

Travel Parties Stopping in the North Yukon Region
by mode of transportation

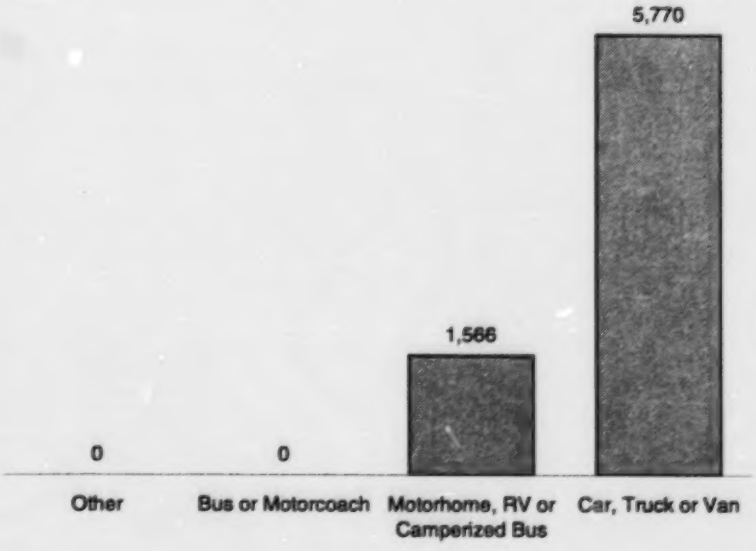


How did they travel within the region?

The graph on the left shows that, of the 3,347 tourist groups or parties who visited the North region, 2,671 or 80% travelled within the region by car, truck or van, and 676 or 20% travelled by motorhome, RV or camperized bus.

Note: estimates are subject to high sampling variablity.

Visitors Stopping in the North Yukon Region
by mode of transportation



Looking at the number of visitors who came to the North region (7,336) and how they travelled within the region, 79% used a car, truck or van, and 21% travelled by motorhome, RV, or camperized bus.

Note: estimates are subject to high sampling variablity.

WHAT DID THE VISITORS DO WHILE IN THE REGION ?

Did they use a rented vehicle to travel within the region?

In 1999, 3,347 tourist groups or parties visited the North region. A detailed breakdown of parties that rented a vehicle while in the region is not available.

In 1994, 691 or 31% of the 2,229 tourist groups or parties who visited the North region rented a vehicle while in the region.

Parties Using a Rental Vehicle in the North Yukon Region

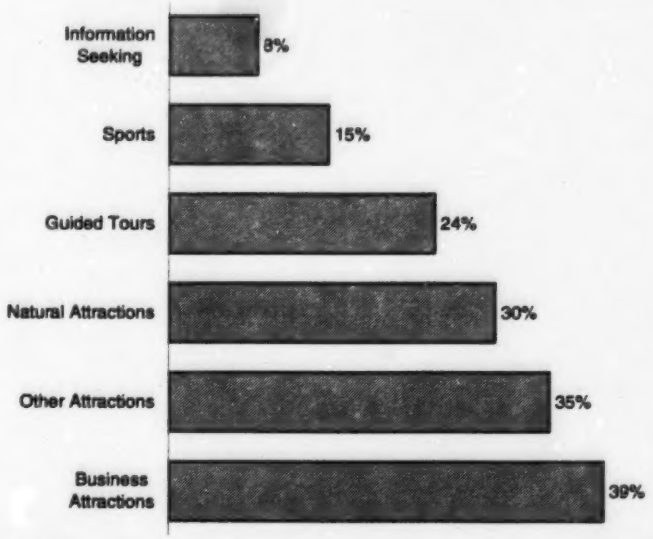
Detail Not Available

What attractions or activities did they take part in while visiting the North region?

The graph on the right shows the percentage of visitors taking part in each of the activities listed. The three categories mentioned most often by visitors were:

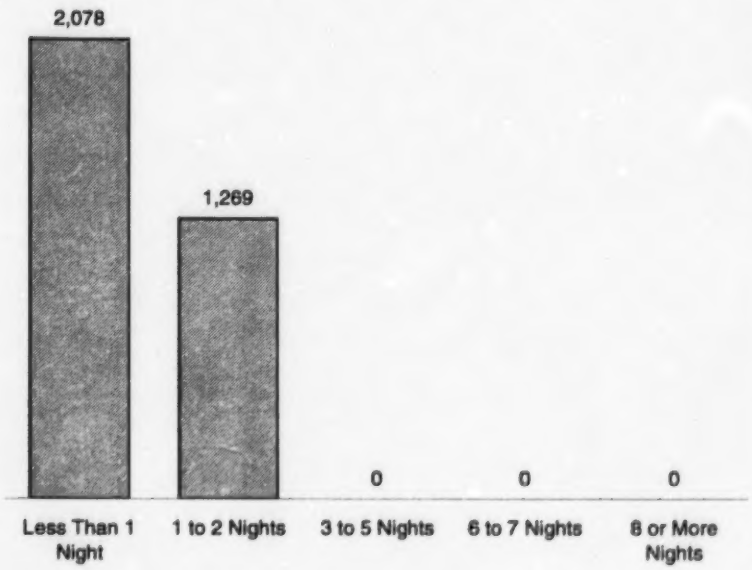
1) Business Attractions: 39%
2) Other Attractions: 35%
3) Natural Attractions: 30%

Note: estimates are subject to high sampling variablity.



Note: visitors were asked to list as many attractions or activities as they thought appropriate. The figures in the graph above show how often an activity was mentioned by visitors. Many visitors reported doing nothing or not having enough time to participate in any activities.

WHAT WERE THE LOGISTICS OF THEIR STAY?



The pie chart on the left shows the number of nights visitor parties stayed in the North region. Over 62% of all visitor parties who visited the North region stayed for a duration of less than one night.

Note: estimates are subject to high sampling variablity.

Type of Accommodation	Number of Parties	Percentage of Parties
Friends/ Relatives	0	0%
Bed & Breakfast	0	0%
Lodge/ Camp/ Cabin	0	0%
Roadside/ Pullout	83	2%
Camping in the Bush	83	2%
Other	214	6%
Hotel/ Motel	379	11%
Commercial Campground	593	18%
Not Stated	855	26%
Government Campground	1,140	34%
Total	**3,347**	**100%**

The largest proportion of parties to the North region stayed in campgrounds (52%). This was followed by those who stayed in hotels/ motels (11%). Readers should note that 26% of visitor parties did not state the type of accommodation they used.

Note: visitor parties may have used more than one type of accommodation.

Note: estimates are subject to high sampling variablity.

HOW DID THEY ENJOY THEIR STAY WHILE IN THE REGION ?

What was the most positive thing/ most negative thing about your visit ?

Visitors were asked to provide the most positive thing and the most negative thing about their visit to the North region. The most positive thing mentioned more than any other was scenery - the most negative thing mentioned more than any other was lack of time.

In 1994, the most positive thing mentioned was scenery (62%) - the most negative thing mentioned was nothing (23%).

Note: estimates are subject to high sampling variablity.

Positive Aspects	
Scenery	54%
People	34%
Guided Activities	2%
Services	2%
Transportation	2%
Weather	2%

Negative Aspects	
Time	25%
Weather	12%
Nothing	9%
Transportation	9%
Scenery	6%
Services	6%
Insects	6%

What would make you stay longer?

When asked what would make them stay longer in the North region, the most common response of visitors (77%) was 'time', meaning that if they had more time available they would have been able to stop in the North region longer.

In 1994, the most common response of visitors was also 'time' (42%).

Note: estimates are subject to high sampling variablity.

Stay Longer	
Time	77%
Cost	30%
Money	8%
Fishing	4%
Forest Fire	4%

Note: visitors were asked if there was anything that would have encouraged them to spend more time in the region and 4,225 or 58% out 7,336 visitors to the North region said 'yes'. The figures in the table above include only the visitors that responded 'yes'.

HOW DID THEY ENJOY THEIR STAY WHILE IN THE REGION ?

	Poor or Very Poor Quality	Good or Very Good Quality
Natural Attractions/ Scenery	0%	100%
Opportunity to View Wildlife	9%	25%
Attractions		
Museums and Interpretive Centres	0%	100%
Service/ Hospitality	0%	100%
Value for Money	4%	96%
Impression of the Region		
People and Communities	0%	100%
Hospitality	0%	100%
Safety	0%	90%
Infrastructure		
Roads and Highways	17%	69%
Parking	3%	94%
RV Dump Stations	0%	100%
Directional Signs	0%	98%
Information Signs	0%	100%
Roadside Information Displays	0%	100%
Outdoor/ Wilderness Activities		
Variety or Selection	0%	100%
Service/ Hospitality	..	..
Value for Money	0%	100%
Accommodations		
Variety or Selection	5%	90%
Service/ Hospitality	0%	95%
Value for Money	10%	90%
Restaurants		
Variety or Selection	0%	63%
Service/ Hospitality	3%	97%
Value for Money	10%	90%
Tours		
Variety or Selection	0%	100%
Service/ Hospitality	0%	100%
Value for Money	0%	100%
Entertainment and Recreation		
Variety or Selection	0%	100%
Service/ Hospitality	0%	100%
Value for Money	33%	62%
Yukon Arts and Crafts		
Variety or Selection	42%	42%
Service/ Hospitality	0%	58%
Value for Money	58%	42%
Shopping and Retail Services		
Variety or Selection	0%	68%
Service/ Hospitality	0%	77%
Value for Money	9%	32%
Automobile and RV Service/ Repair		
Variety or Selection	0%	36%
Service/ Hospitality	0%	64%
Value for Money	54%	46%

How would you rate the quality of the various features or services of your visit?

When asked if they had received good or very good value for their money for different aspects of their trip in the North region, visitors responded in the following way:

100% said they had received good, or very good value for their money in terms of outdoor/ wilderness activities;

100% - said the same about tours such as flight-seeing, walking tours, etc.;

96% - Attractions;

90% - Accommodations;

90% - Meals & refreshments in restaurants;

62% - Entertainment and recreation;

46% - Automobile and RV service/ repair;

42% - Yukon arts and crafts; and

32% - Shopping and retail services.

Note: estimates are subject to high sampling variablity.

HOW MUCH DID THEY SPEND ON THEIR VISIT TO THE REGION ?

What did visitors to the North region spend in total?

As the graph on the right shows, spending by visitors to the North region totalled $581,124. Below is a table showing visitor spending in each region as a percentage of total visitor spending in the Yukon ($62,678,042):

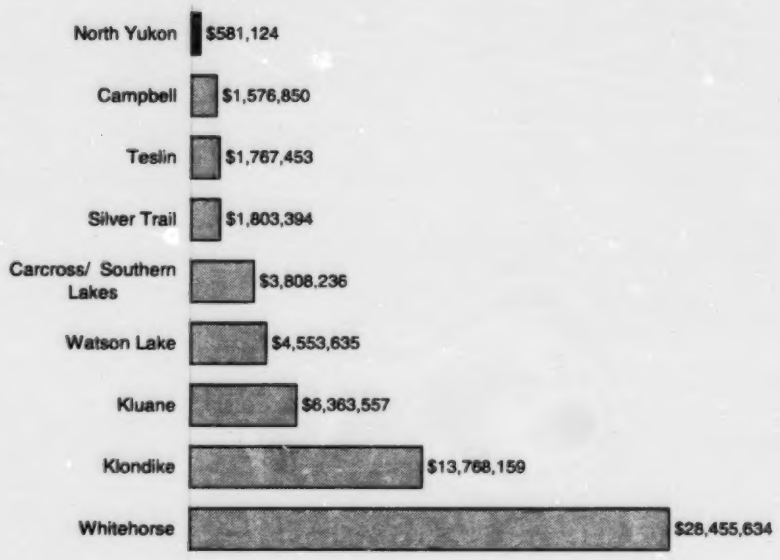
North Yukon	**1%**
Campbell	3%
Teslin	3%
Silver Trail	3%
Carcross/ Southern Lakes	6%
Watson Lake	7%
Kluane	10%
Klondike	22%
Whitehorse	45%

In 1994, visitors spent a total of $50,209,183 (expressed in 1999 dollars) in the Yukon.

What was the typical amount spent by each tourist party during their visit to the North region?

In 1999, the typical amount spent by each tourist party during their visit to the North region was $123. This is up from the 1994 figure of $76 per tourist party.

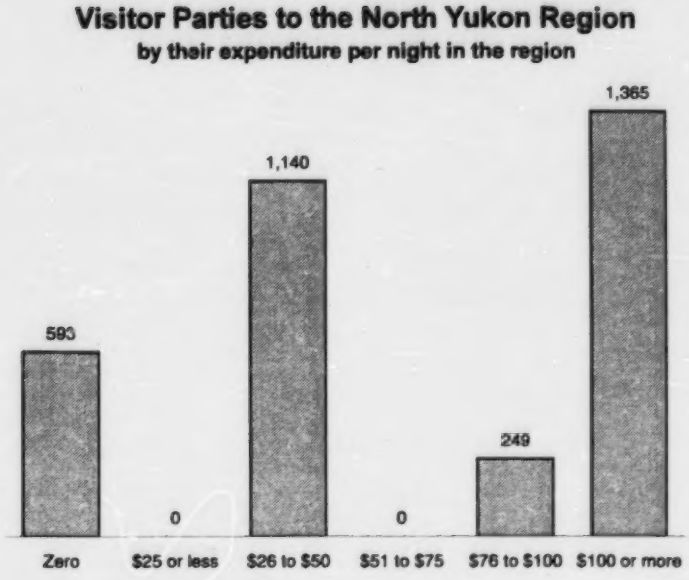
Note: the 1994 expenditure figures have been adjusted for inflation and reported in 1999 equivalent dollars.



$123

Note: in order to avoid results which could be misleading, extremely high spenders and extremely low spenders have been eliminated for the purpose of calculating the above figure - a simple average (total spending divided by the number of visitor parties) yields a figure of $174.

HOW MUCH DID THEY SPEND ON THEIR VISIT TO THE REGION ?



What was the expenditure by tourist party each night of their stay in the North region?

Of the 3,347 visitor parties to the North region:

- 1,365 or 41% spent in excess of $100 per night;
- 249 or 7% spent between $76 and $100 per night;
- 1,140 or 34% spent between $26 and $50 per night; and
- 593 or 18% spent nothing.

Note: estimates are subject to high sampling variablity.

How much was spent per person per night?

$41

In 1999, each visitor who spent a night in the North region spent on average $41. This is up from the 1994 figure of $38 per person per night.

Note: in order to avoid results which could be misleading, extremely high spenders and extremely low spenders have been eliminated for the purpose of calculating the above figure.

Note: the 1994 expenditure figures have been adjusted for inflation and reported in 1999 equivalent dollars.

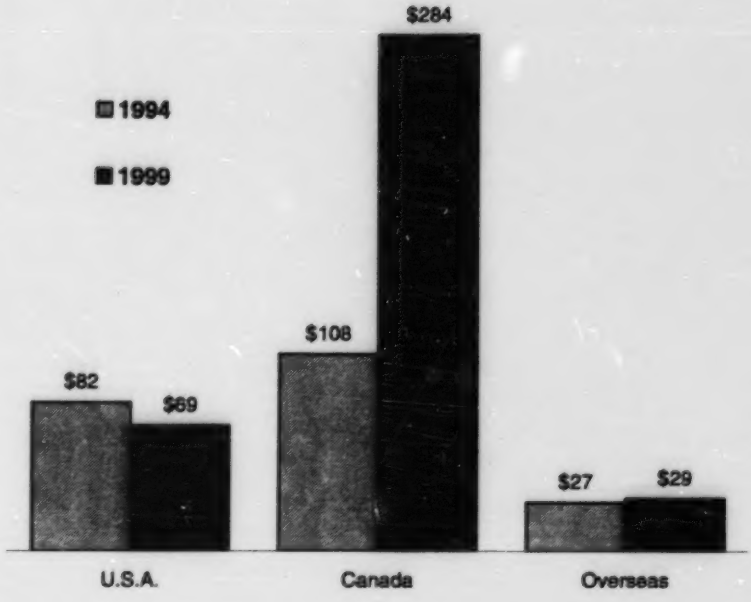
HOW MUCH DID THEY SPEND ON THEIR VISIT TO THE REGION ?

Expenditures in the North region by Origin

The graph on the right shows the expenditure by visitor party by origin of the party. For instance, the middle column of the graph, Canada, shows that visitor parties from Canada spent on average $284 during their visit to the North region.

In 1994, the average expenditure by visitor parties to the North region from the U.S.A. was $82. Visitor parties from Canada spent $108 and visitor parties from overseas spent on average $27.

A further breakdown of the 1999 figures for each of the three origins in the above graph is not available.



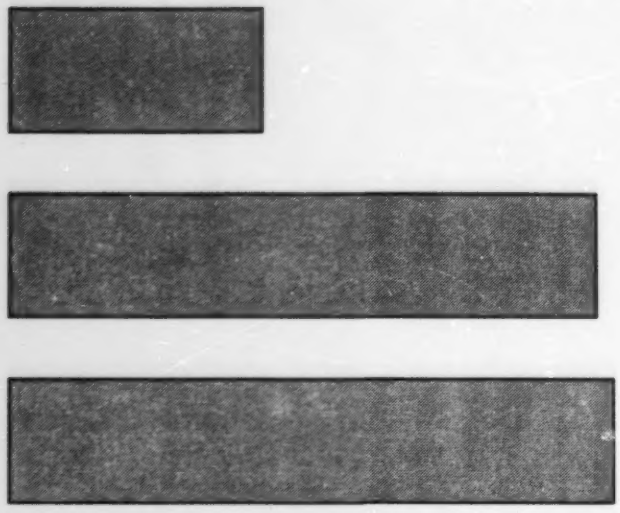
Note: these figures are 'trimmed' averages meaning that extremely high and extremely low spenders have been eliminated from the calculation to obtain a more meaningful average figure.

Note: the 1994 expenditure figures have been adjusted for inflation and reported in 1999 equivalent dollars.

HOW MUCH DID THEY SPEND ON THEIR VISIT TO THE REGION ?

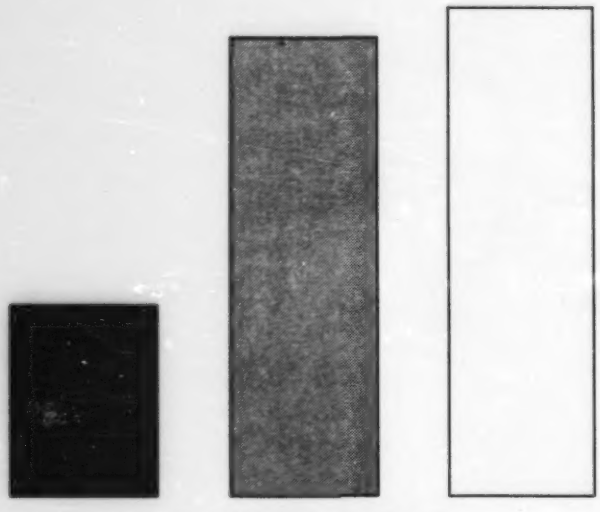
Expenditures in the North region by Mode of Travel

The total amount spent in the North region by all visitor parties was $581,124. A detailed breakdown of expenditures by mode of travel is not available.



Detail Not Available

Average Expenditure in the North Yukon Region
by mode of travel within the region



Detail Not Available

HOW MUCH DID THEY SPEND ON THEIR VISIT TO THE REGION ?

What did visitors spend their money on?

A detailed breakdown of expenditures by visitors to the North region is not available.

Detail Not Available

The table below shows how spending varied depending on the origin of visitors. Spending is shown as so many dollars out of every $100 spent. A detailed breakdown of expenditures by visitors to the North region is not available.

	Visitor Origin		
	Canada	**U.S.A.**	**Overseas**
Transportation	N/A	N/A	N/A
Accommodation	N/A	N/A	N/A
Groceries and Alcoholic Beverages	N/A	N/A	N/A
Meals in Restaurants	N/A	N/A	N/A
Outdoor/ Wilderness Activities	N/A	N/A	N/A
Entertainment and Recreation	N/A	N/A	N/A
Yukon Indian Arts and Crafts	N/A	N/A	N/A
Other Yukon-made Arts and Crafts	N/A	N/A	N/A
Shopping and Souvenirs	N/A	N/A	N/A
Other Expenses	N/A	N/A	N/A
Total	**N/A**	**N/A**	**N/A**

HOW MUCH DID THEY SPEND ON THEIR VISIT TO THE REGION ?

	Car, Truck or Van	Motorhome, RV or Camperized Bus	Bus or Motorcoach	Other
Transportation	N/A	N/A	N/A	N/A
Accommodation	N/A	N/A	N/A	N/A
Groceries and Alcoholic Beverages	N/A	N/A	N/A	N/A
Meals in Restaurants	N/A	N/A	N/A	N/A
Outdoor/ Wilderness Activities	N/A	N/A	N/A	N/A
Entertainment and Recreation	N/A	N/A	N/A	N/A
Yukon Indian Arts and Crafts	N/A	N/A	N/A	N/A
Other Yukon-made Arts and Crafts	N/A	N/A	N/A	N/A
Shopping and Souvenirs	N/A	N/A	N/A	N/A
Other Expenses	N/A	N/A	N/A	N/A
Total	**N/A**	**N/A**	**N/A**	**N/A**

Did visitor spending vary with the type of transportation visitors used?

A detailed breakdown of expenditures by visitors to the North region is not available.

HOW DID THEY PLAN FOR THEIR VISIT ?

Before they arrived had they planned to visit the North region?

The graph on the right shows that of the 3,347 tourist groups or parties who visited the North region, 3,133 or 94% said they had planned to visit the region, 214 or 6% said they had not planned to visit the region.

In 1994, 1,613 or 72% out of the 2,229 tourist groups or parties who visited the North region, said they had planned to visit the region, 88 or 4% said they had not planned to visit the region, and 528 or 24% did not respond to the question.

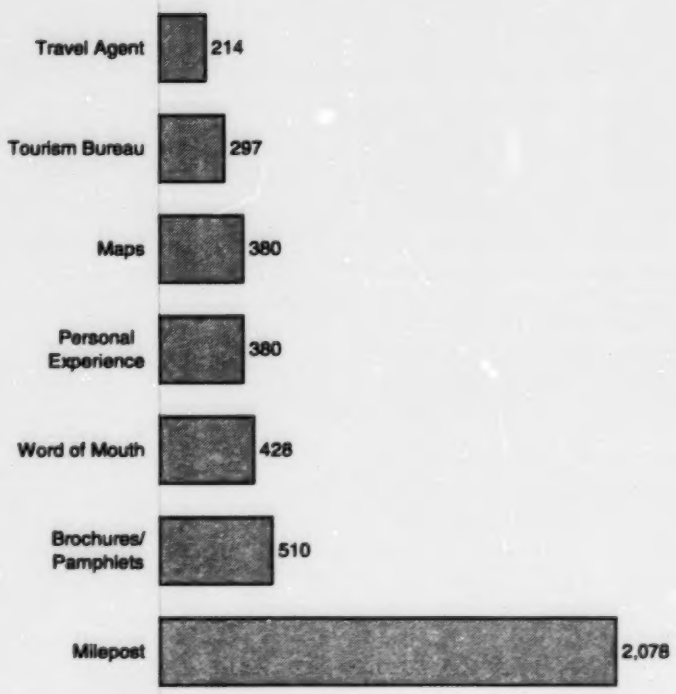
A further breakdown of trip planning by travel parties in each visitor region is shown in the table to the right.

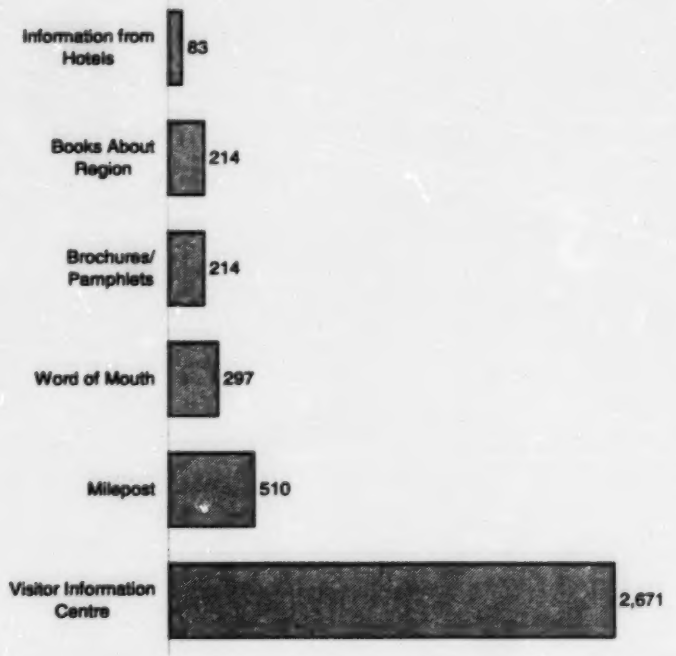
Note: estimates are subject to high sampling variablity.

Parties That Planned to Visit the North Yukon Region

Visitor Region	Yes	No
Campbell	85%	15%
Carcross - Southern Lakes	90%	10%
Klondike	88%	12%
Kluane	89%	11%
North Yukon	**94%**	**6%**
Silver Trail	91%	9%
Teslin	72%	28%
Watson Lake	73%	27%
Whitehorse	86%	14%

HOW DID THEY PLAN FOR THEIR VISIT ?





What sources of information did they use to plan their visit to the North region?

The graph on the left shows that the most frequently mentioned sources of information were the Milepost (mentioned 2,078 times or 66% of the time), brochures/ pamphlets (mentioned 510 times or 16% of the time), and word of mouth (mentioned 428 times or 14% of the time).

Note: the figures in the graph to the left include only the visitors that said they had planned to visit the region before arriving.

Note: visitors were able to choose more than one source of information.

Note: estimates are subject to high sampling variablity.

What sources of information did they use <u>during</u> their visit to the North region?

The most frequently mentioned source of information were Visitor Information Centres (mentioned 2,671 times or 90% of the time).

Note: the figures in the graph to the left include only the visitors that said they had looked for information about the region.

Note: visitors were able to choose more than one source of information.

Note: estimates are subject to high sampling variablity.

1999 Yukon Regional Exit Survey

Field Operations - May to September, 1999

Yukon
Executive Council Office
Bureau of Statistics

APPENDIX ONE - REGIONAL QUESTIONAIRE

SECTION 1

■ **1.** **Including yourself, how many people are travelling in your <u>immediate travel party</u> *(sharing expenses, experiences, or decisions)*?**

_____ persons

■ **2.** **How many people in your <u>immediate travel party</u> are in each of these age categories?**

	<12	12-17	18-24	25-34	35-44	45-54	55-64	65+
Male	_____	_____	_____	_____	_____	_____	_____	_____
Female	_____	_____	_____	_____	_____	_____	_____	_____

■ **3.** **How many <u>different households</u> are represented in your immediate travel party?**

_____ households

■ **4.** **What country are you from?**

❑ Canada: **Province:** _____ **Postal Code:** _____ (❑ Don't know)
❑ U.S.A. **State:** _____ **Zip Code:** _____ (❑ Don't know)
❑ Other **Country:** _____

SECTION 2

■ **5.** **Which of the following reasons best describes the <u>primary purpose</u> of this trip?**
(Select one only - interviewer probe)

■ **BUSINESS**
- ❑ Corporate Business
- ❑ Government Business
- ❑ Business Incentive Travel
- ❑ Conventions/Conferences
- ❑ Other (specify): _____

or

■ **PLEASURE**
- ❑ Touring
- ❑ Visiting friends/relatives
- ❑ Participating in or attending sports events
- ❑ Experiencing Yukon history
- ❑ Attending arts and/or cultural events
- ❑ Wilderness adventure
- ❑ Other (specify): _____

or

■ **PERSONAL**
- ❑ Funeral
- ❑ Relocation
- ❑ Work/job (specify): _____
- ❑ Illness
- ❑ Other (specify): _____

The next few questions are about your travel through this Region.

■ **6.** **I WOULD LIKE TO TRACE ON THIS MAP THE ROUTE(S) YOU HAVE TRAVELLED.**

<u>Interviewer Instruction:</u>
Print **"ENTER"** where they *(HOUSEHOLD)* entered Region and **"EXIT"** where they are exiting the Region. Indicate with an "X" where they stayed the night and a Ⓢ where stops were made along the way. Indicate with an **->** or **<-** the direction of their travel.

(Remember to record air & river travel)

SECTION 3 - REGION VISITORS ONLY

Interviewer Note: REGIONAL VISITORS are defined by response to MAP question as STOPPING in the Region and confirmed with the following question.

■ **7. Are you just passing through the region?**

❑ Yes - *if yes, skip to SECTION 4. (page 16) PASSING THROUGH*

❑ No

■ **8. In total, how many nights did you spend in this REGION?**

Interviewer Note: Please confirm with nights on map

____ nights ❑ d/k *if # of nights = 0, skip to Q. 10. Do not ask accommodation in Q. 11.1.*

■ **9. What type of accommodation did you use while in the Region?**

(Do not read) *For each, ask* **How many nights?**

❑ homes of friends or family ____ nights

❑ roadside/pullout ____ nights

❑ hotel/motel ____ nights

❑ bed & breakfast ____ nights

❑ lodge/camp/cabin ____ nights

❑ Government campground ____ nights

Did you mainly tent? ❑ yes ❑ no

❑ Commercial campground ____ nights

Did you mainly tent? ❑ yes ❑ no

❑ camping in the bush ____ nights

❑ other (specify: _____) ____ nights

■ **10. What was your MAIN MODE of transportation WHILE IN THIS REGION?**

(Do not read. Mark only one.)

❑ airplane/helicopter ❑ bus/motor coach

❑ car/truck/van ❑ motorhome/RV/converted bus

❑ camperized truck/van ❑ other (specify: _____)

■ **10.1 Was it a rental vehicle?** ❑ yes ❑ no ❑ d/k ❑ refused

■ **11. WHILE IN THIS REGION, what is your best estimate of the total expenditures by your household? PLEASE INCLUDE all spending IN THE REGION whether paid for by cash, travellers cheque or credit card. DON'T INCLUDE any prepaid (package) expenses or spending outside of the REGION?**

$ _____ (Total)

Was it in: ❑ Canadian $ ❑ U.S. $ ❑ d/k ❑ Other?: _____

SECTION 3 - REGION VISITORS ONLY continued

■ **11.1 Does your total include the following?**

(read aloud and mark all that apply)

yes	no		*if yes, ask* **How much did your party spend?**
❑	❑	Transportation within the REGION?	$ _____
❑	❑	Accommodation?	$ _____
❑	❑	Groceries and alcoholic beverages?	$ _____
❑	❑	Meals and refreshments in restaurants or bars?	$ _____
❑	❑	Outdoor/wilderness activities?	$ _____
❑	❑	Entertainment and recreation? *(including arts and cultural events)*	$ _____
❑	❑	Yukon Indian arts, crafts and souvenirs	$ _____
❑	❑	Other Yukon made arts, crafts & souvenirs	$ _____
❑	❑	Other shopping and souvenirs?	$ _____
❑	❑	Other expenses? (specify: _____)	$ _____

■ **12. BEFORE you arrived in the Yukon, had you planned to visit this Region?**

❑ Yes ❑ No - *if no, skip to question 13*

if yes, ask

■ **12.1 What sources of information did you use when PLANNING your visit to the Region?**

❑ none

_____

_____

_____

if more than one source listed, ask

■ **12.2 Which of these sources was the most helpful?**

_____

■ **13. AFTER arriving in the Yukon, did you look for information about the Region such as, things to do and see, where to stay or camp, or where to dine or eat out?**

❑ **Yes**

if yes, ask

■ **13.1 What sources of information did you use?**

_____

_____

_____

if more than one source, ask

■ **13.1.1 Which of these sources was the most helpful?**

_____

❑ **No**

if no, ask

■ **13.2 Why not?**

_____

SECTION 3 - REGION VISITORS ONLY continued

■ **14. WHILE IN THIS REGION, what attractions, events or activities did you or someone in your household participate in?**

❑ **nothing**

■ **14.1 Why didn't you?**

_____
_____
_____

(skip to question 14.4)

❑ **did something**

■ **14.2** _____
_____
_____

■ **14.3 What DID YOU DO in the Region that you had NOT planned on doing?**

❑ **nothing**

■ **14.3.1 Why did you do that?**

_____
_____
_____

■ **14.4 What DIDN'T YOU DO in the Region that you had planned to do?**

❑ **nothing**

(skip to question 15)

■ **14.4.1 Why didn't you do that?**

_____
_____
_____

■ **15. Is there anything that would have encouraged you to spend more time in this Region?**

❑ Yes ❑ No ❑ d/k ❑ refused

if yes, ask

15.1 What would that be?

_____
_____
_____

■ **16. Was your travel itinerary flexible enough to let you spend more time in this Region had you wanted to?**

❑ Yes ❑ No ❑ d/k ❑ refused

SECTION 3 - REGION VISITORS ONLY continued

7. On a scale of 1 to 5, where 1 means very poor and 5 means very good, how would you rate the quality of *(read list)*?

	1 very poor	2	3	4	5 very good	d/k	n/a
The Region's natural attractions/scenery	❑	❑	❑	❑	❑	❑	❑
Your opportunity to view wildlife	❑	❑	❑	❑	❑	❑	❑
The Regions Built attractions and features such as,							
museums & interpretive centres	❑	❑	❑	❑	❑	❑	❑
service - hospitality	❑	❑	❑	❑	❑	❑	❑
value for money	❑	❑	❑	❑	❑	❑	❑
Your impression of the Regions							
people and communities	❑	❑	❑	❑	❑	❑	❑
their hospitality	❑	❑	❑	❑	❑	❑	❑
your feeling of safety	❑	❑	❑	❑	❑	❑	❑
The Regions Tourism infrastructure such as,							
roads and highways	❑	❑	❑	❑	❑	❑	❑
parking	❑	❑	❑	❑	❑	❑	❑
RV dump stations	❑	❑	❑	❑	❑	❑	❑
directional signs	❑	❑	❑	❑	❑	❑	❑
signs describing the areas key features	❑	❑	❑	❑	❑	❑	❑
highway roadside information panels or exhibits	❑	❑	❑	❑	❑	❑	❑
The Regions Outdoor/wilderness activities particularly the ...							
variety or selection	❑	❑	❑	❑	❑	❑	❑
service - hospitality	❑	❑	❑	❑	❑	❑	❑
value for money	❑	❑	❑	❑	❑	❑	❑
The Regions Accommodations particularly the ...							
variety or selection	❑	❑	❑	❑	❑	❑	❑
service - hospitality	❑	❑	❑	❑	❑	❑	❑
value for money	❑	❑	❑	❑	❑	❑	❑
The Regions Restaurants particularly the ...							
variety or selection	❑	❑	❑	❑	❑	❑	❑
service - hospitality	❑	❑	❑	❑	❑	❑	❑
value for money	❑	❑	❑	❑	❑	❑	❑
The Regions speciality tours, such as flight-seeing, river tours, walking tours or local bus tours							
variety or selection	❑	❑	❑	❑	❑	❑	❑
service - hospitality	❑	❑	❑	❑	❑	❑	❑
value for money	❑	❑	❑	❑	❑	❑	❑
The Regions other opportunities for Entertainment & recreation (including arts & cultural events) particularly the							
variety or selection	❑	❑	❑	❑	❑	❑	❑
service - hospitality	❑	❑	❑	❑	❑	❑	❑
value for money	❑	❑	❑	❑	❑	❑	❑

SECTION 3 - REGION VISITORS ONLY continued

	1 very poor	2	3	4	5 very good	d/k	n/a
Locally made arts and crafts, particularly the ...							
variety or selection	❑	❑	❑	❑	❑	❑	❑
service - hospitality	❑	❑	❑	❑	❑	❑	❑
value for money	❑	❑	❑	❑	❑	❑	❑
Other Shopping & Retail Services, particularly the ...							
variety or selection	❑	❑	❑	❑	❑	❑	❑
service - hospitality	❑	❑	❑	❑	❑	❑	❑
value for money	❑	❑	❑	❑	❑	❑	❑
Automobile & RV service and repair, particularly the ...							
variety or selection	❑	❑	❑	❑	❑	❑	❑
service - hospitality	❑	❑	❑	❑	❑	❑	❑
value for money	❑	❑	❑	❑	❑	❑	❑

■ **18. Looking back on your trip, what was the SINGLE MOST NEGATIVE thing about your visit to this Region?**

_____

_____

_____

■ **19. Looking back on your trip, what was the SINGLE MOST POSITIVE thing about your visit to this Region?**

_____

_____

_____

If no to question 12, they did not plan to visit this REGION, skip to END of questionnaire.

If yes to question 12, they had planned to visit this REGION, ask questions 20 and 21.

■ **20. Before coming to the Yukon, what images came to mind when thinking about visiting this Region?**

_____

_____

_____

■ **21. A year from now, when remembering or talking about the Region, what images do you think will come to mind?**

_____

_____

_____

End Interview. Thank participant and invite them to enter into the DRAW for the original work of art.

SECTION 4 - PASS THROUGH VISITORS ONLY

Interviewer Note: PASS-THROUGH travellers are defined by response to MAP question as NOT having STOPPED in the Region and confirmed with the following question.

■ **22. BEFORE you arrived in the Yukon, had you planned on stopping in this Region?**

❑ **Yes**

if yes, ask

■ **22.1 What sources of information did you use when PLANNING your visit to the Region?**

_____
_____
_____

if more than one source, ask

■ **22.1.1 Which of these sources was the most helpful?**

_____

■ **22.2 What DIDN'T YOU DO in the Region that you had planned to do?**

_____
_____
_____

■ **22.2.1 Why didn't you do that?**

_____
_____
_____

❑ **No**

if no, ask

■ **22.3 Why hadn't you planned on stopping in this Region?**

_____
_____
_____

■ **23. AFTER arriving in the Yukon, did you look for information about the Region such as, things to do and see, where to stay or camp, or where to dine or eat out?**

❑ **Yes**

if yes, ask

■ **23.1 What sources of information did you use?**

_____
_____
_____

if more than one source, ask

■ **23.1.1 Which of these sources was the most helpful?**

_____

SECTION 4 - PASS THROUGH VISITORS ONLY continued

❑ **No**

if no, ask

■ **23.2 Why not?**

_____
_____
_____

■ **24. On a scale of 1 to 5, where 1 means very poor and 5 means very good, how would you rate the quality of the *(read list)* in this Region?**

	1 very poor	2	3	4	5 very good
roads and highway	❑	❑	❑	❑	❑
highway directional signs	❑	❑	❑	❑	❑
signs describing the areas key features	❑	❑	❑	❑	❑
the Region's natural attractions/scenery	❑	❑	❑	❑	❑

■ **25. Is there anything that would have encouraged you to visit this Region?**

❑ Yes ❑ No ❑ d/k ❑ refused

if yes, ask

■ **25.1 What would that be?**

_____
_____
_____

■ **26. Was your travel itinerary flexible enough to let you spend more time in this Region had you wanted to?**

❑ Yes ❑ No ❑ d/k ❑ refused

Interviewer Note: skip PASS-THROUGH travellers to end of questionnaire and invite them to enter into the DRAW for the original work of art.

NORTH YUKON REGION

APPENDIX TWO - DETAILED TABLES

TOTAL NUMBER OF VISITORS TO EACH REGION

	1994	1999	% Change
Campbell	72,014	42,424	-41%
Carcross - Southern Lakes	113,033	54,937	-51%
Klondike	67,570	79,278	17%
Kluane	136,496	128,795	-6%
North Yukon	6,504	7,763	19%
Silver Trail	59,973	14,259	-76%
Teslin	105,690	61,785	-42%
Watson Lake	101,900	80,878	-21%
Whitehorse	182,431	169,376	-7%
Total	**845,611**	**639,495**	**-24%**

This table is derived from Question 1 of the 1999 Regional Questionnaire (Page 33). See page 10 for additional information.

TOTAL NUMBER OF VISITORS THAT STOPPED IN EACH REGION

	1994	1999	% Change
Campbell	13,821	30,835	123%
Carcross - Southern Lakes	44,061	52,533	19%
Klondike	58,020	78,280	35%
Kluane	100,496	92,516	-8%
North Yukon	4,455	7,338	65%
Silver Trail	7,290	14,022	92%
Teslin	46,209	45,730	-1%
Watson Lake	70,960	63,520	-10%
Whitehorse	131,273	144,575	10%
Total	**476,585**	**529,347**	**11%**

This table is derived from Question 7 of the 1999 Regional Questionnaire (Page 33). See page 10 for additional information.

TOTAL NUMBER OF VISITORS THAT PASSED THROUGH EACH REGION WITHOUT STOPPING

	1994	1999	% Change
Campbell	58,020	11,589	-80%
Carcross - Southern Lakes	68,972	2,404	-97%
Klondike	9,550	998	-90%
Kluane	36,000	36,279	1%
North Yukon	2,049	427	-79%
Silver Trail	52,683	237	-100%
Teslin	59,481	16,055	-73%
Watson Lake	30,940	17,358	-44%
Whitehorse	51,158	24,801	-52%
Total	**368,853**	**110,148**	**-70%**

This table is derived from Question 7 of the 1999 Regional Questionnaire (Page 33). See page 10 for additional information.

TOTAL NUMBER OF PARTIES THAT STOPPED IN EACH REGION

	1994	1999	% Change
Campbell	6,383	14,287	124%
Carcross - Southern Lakes	19,548	21,435	10%
Klondike	27,230	32,706	20%
Kluane	42,633	42,085	-1%
North Yukon	2,229	3,347	50%
Silver Trail	3,318	6,119	84%
Teslin	17,447	21,200	22%
Watson Lake	27,908	27,251	-2%
Whitehorse	60,993	63,370	4%
Total	**207,689**	**231,800**	**12%**

This table is derived from Question 1 of the 1999 Regional Questionnaire (Page 32). See page 11 and 12 for additional information.

AVERAGE PARTY SIZE IN EACH REGION

	1994	1999	% Change
Campbell	2.2	2.2	0%
Carcross - Southern Lakes	2.3	2.5	9%
Klondike	2.1	2.4	14%
Kluane	2.4	2.2	-8%
North Yukon	2.0	2.2	10%
Silver Trail	2.2	2.3	5%
Teslin	2.6	2.1	-19%
Watson Lake	2.5	2.3	-8%
Whitehorse	2.2	2.3	5%

This table is derived from Question 1 of the 1999 Regional Questionnaire (Page 32). See page 12 for additional information.

TOTAL NUMBER OF VISITORS THAT STOPPED IN EACH REGION BY GENDER (%)

	1994		1999	
	Men	**Women**	**Men**	**Women**
Campbell	57%	43%	41%	59%
Carcross - Southern Lakes	50%	50%	47%	53%
Klondike	51%	49%	54%	46%
Kluane	52%	48%	53%	47%
North Yukon	57%	43%	54%	46%
Silver Trail	54%	46%	55%	45%
Teslin	57%	43%	52%	48%
Watson Lake	55%	45%	52%	48%
Whitehorse	54%	46%	52%	48%
Total	**53%**	**47%**	**51%**	**49%**

This table is derived from Question 2 of the 1999 Regional Questionnaire (Page 32). See page 13 for additional information.

APPENDIX TWO - DETAILED TABLES

TOTAL NUMBER OF VISITORS THAT STOPPED IN EACH REGION BY AGE (%)

	1994			1999		
	Younger than 18	Between 18 and 54	Older than 54	Younger than 18	Between 18 and 54	Older than 54
Campbell	5%	48%	47%	7%	30%	63%
Carcross - Southern Lakes	9%	35%	56%	6%	41%	53%
Klondike	3%	34%	63%	5%	42%	53%
Kluane	10%	42%	48%	9%	44%	47%
North Yukon	5%	59%	36%	12%	59%	29%
Silver Trail	3%	41%	56%	6%	39%	55%
Teslin	11%	40%	49%	7%	36%	57%
Watson Lake	9%	37%	54%	10%	33%	56%
Whitehorse	9%	44%	47%	9%	43%	48%
Total	**N/A**	**N/A**	**N/A**	**8%**	**40%**	**52%**

This table is derived from Question 2 of the 1999 Regional Questionnaire (Page 32). See page 13 for additional information.

TOTAL NUMBER OF PARTIES THAT STOPPED IN EACH REGION BY ORIGIN

	1994				1999			
	Canada	Overseas	U.S.A	Total	Canada	Overseas	U.S.A	Total
Campbell	1,193	2,062	3,128	6,383	3,380	2,734	8,173	14,287
Carcross - Southern Lakes	3,147	1,466	14,935	19,548	3,204	3,055	15,176	21,435
Klondike	6,208	5,283	15,739	27,230	7,508	5,648	19,550	32,706
Kluane	4,195	4,256	34,182	42,633	4,406	6,853	30,826	42,085
North Yukon	589	802	838	2,229	1,924	926	497	3,347
Silver Trail	723	929	1,666	3,318	1,682	924	3,513	6,119
Teslin	3,175	838	13,434	17,447	3,777	1,612	15,811	21,200
Watson Lake	5,665	2,065	20,178	27,908	4,540	1,518	21,193	27,251
Whitehorse	12,321	8,173	40,499	60,993	13,133	9,909	40,328	63,370
Total	**37,216**	**25,874**	**144,599**	**207,889**	**43,554**	**33,179**	**155,067**	**231,800**

This table is derived from Question 4 of the 1999 Regional Questionnaire (Page 32). See page 14 for additional information.

TOTAL NUMBER OF PARTIES THAT STOPPED IN EACH REGION BY ORIGIN (%)

	1994			1999		
	Canada	Overseas	U.S.A	Canada	Overseas	U.S.A
Campbell	19%	32%	49%	24%	19%	57%
Carcross - Southern Lakes	16%	8%	76%	15%	14%	71%
Klondike	23%	19%	58%	23%	17%	60%
Kluane	10%	10%	80%	10%	16%	74%
North Yukon	26%	36%	38%	57%	28%	15%
Silver Trail	22%	28%	50%	28%	15%	57%
Teslin	18%	5%	77%	18%	8%	74%
Watson Lake	20%	8%	72%	17%	6%	77%
Whitehorse	20%	13%	67%	21%	15%	64%
Total	**18%**	**19%**	**63%**	**19%**	**14%**	**67%**

This table is derived from Question 4 of the 1999 Regional Questionnaire (Page 32). See page 14 for additional information.

TOTAL NUMBER OF PARTIES THAT STOPPED IN THE NORTH REGION BY DETAILED ORIGIN

Canadian Visitor Parties		Overseas Visitor Parties		U.S.A. Visitor Parties	
B.C.	1,068	Not Available	N/A	Not Available	N/A
Alberta	214				
Manitoba	214				
Quebec	214				
N.W.T.	214				
Total	**1,924**				

This table is derived from Question 4 of the 1999 Regional Questionnaire (Page 32). See page 14 and 15 for additional information.

TOTAL NUMBER OF VISITORS THAT STOPPED IN EACH REGION BY PURPOSE OF THE TRIP

	1994				1999			
	Business	Pleasure	Not Stated	Total	Business	Personal	Pleasure	Total
Campbell	245	13,576	0	13,821	338	169	30,328	30,835
Carcross - Southern Lakes	1,996	42,001	64	44,061	2,130	1,408	48,995	52,533
Klondike	943	57,077	0	58,020	2,555	1,089	74,636	78,280
Kluane	7,344	92,958	194	100,496	5,722	8,724	78,070	92,516
North Yukon	168	4,287	0	4,455	641	332	6,363	7,336
Silver Trail	139	7,151	0	7,290	448	139	13,435	14,022
Teslin	3,872	42,102	235	46,209	1,536	4,459	39,735	45,730
Watson Lake	6,648	64,207	105	70,960	3,226	4,578	55,716	63,520
Whitehorse	16,981	113,902	390	131,273	8,928	10,271	125,376	144,575
Total	**38,336**	**437,261**	**988**	**476,585**	**25,524**	**31,169**	**472,654**	**529,347**

This table is derived from Question 5 of the 1999 Regional Questionnaire (Page 32). See page 16 for additional information.

TOTAL NUMBER OF VISITORS THAT STOPPED IN EACH REGION BY PURPOSE OF THE TRIP (%)

	1994			1999		
	Business	Pleasure	Not Stated	Business	Personal	Pleasure
Campbell	2%	98%	0%	1%	1%	98%
Carcross - Southern Lakes	5%	95%	<1%	4%	3%	93%
Klondike	2%	98%	0%	3%	2%	95%
Kluane	7%	93%	<1%	6%	9%	85%
North Yukon	4%	96%	0%	9%	4%	87%
Silver Trail	2%	98%	0%	3%	1%	96%
Teslin	9%	91%	<1%	3%	10%	87%
Watson Lake	9%	91%	<1%	5%	7%	88%
Whitehorse	9%	47%	<1%	6%	7%	87%
Total	**8%**	**92%**	**<1%**	**5%**	**6%**	**89%**

This table is derived from Question 5 of the 1999 Regional Questionnaire (Page 32). See page 16 for additional information.

APPENDIX TWO - DETAILED TABLES

TOTAL NUMBER OF PARTIES THAT STOPPED IN EACH REGION BY MODE OF TRANSPORTATION

	Car, Truck or Van	Motorhome, RV or Camperized Bus	Bus or Motorcoach	Other	Total
Campbell	4,724	4,678	4,065	820	14,287
Carcross - Southern Lakes	6,803	4,620	9,422	590	21,435
Klondike	14,403	11,818	5,712	773	32,706
Kluane	21,103	13,149	7,332	501	42,085
North Yukon	2,671	676	0	0	3,347
Silver Trail	1,626	3,299	875	319	6,119
Teslin	9,234	9,571	2,153	242	21,200
Watson Lake	12,616	11,659	2,629	347	27,251
Whitehorse	29,088	17,603	12,551	4,128	63,370
Total	102,268	77,073	44,739	7,720	231,800

This table is derived from Question 10 of the 1999 Regional Questionnaire (Page 33). See page 17 for additional information.

TOTAL NUMBER OF PARTIES THAT STOPPED IN EACH REGION BY MODE OF TRANSPORTATION (%)

	Car, Truck or Van	Motorhome, RV or Camperized Bus	Bus or Motorcoach	Other
Campbell	33%	33%	28%	6%
Carcross - Southern Lakes	32%	21%	44%	3%
Klondike	44%	36%	18%	2%
Kluane	50%	31%	18%	1%
North Yukon	80%	20%	0%	0%
Silver Trail	27%	54%	14%	5%
Teslin	44%	45%	10%	1%
Watson Lake	46%	43%	10%	1%
Whitehorse	46%	28%	20%	6%
Total	44%	33%	19%	4%

This table is derived from Question 10 of the 1999 Regional Questionnaire (Page 33). See page 17 for additional information.

TOTAL NUMBER OF PARTIES THAT STOPPED IN EACH REGION BY RENTAL VEHICLE (%)

	1994		1999	
	Yes	No	Yes	No
Campbell	21%	79%	19%	81%
Carcross - Southern Lakes	7%	93%	13%	87%
Klondike	12%	88%	17%	83%
Kluane	8%	92%	16%	84%
North Yukon	31%	69%	N/A	N/A
Silver Trail	16%	84%	14%	86%
Teslin	3%	97%	5%	95%
Watson Lake	6%	94%	7%	93%
Whitehorse	13%	87%	16%	84%

This table is derived from Question 10.1 of the 1999 Regional Questionnaire (Page 33). See page 18 for additional information.

MOST FREQUENTLY MENTIONED ACTIVITY BY VISITORS THAT STOPPED IN THE NORTH REGION

	Number of Times Mentioned	Percentage Of Visitors
Business Attractions	2,897	39%
Other Attractions	2,539	35%
Natural Attractions	2,183	30%
Guided Tours	1,780	24%
Sports	1,069	15%
Information Seeking	593	8%
Other	1,732	24%

This table is derived from Question 14 of the 1999 Regional Questionnaire (Page 35). See page 18 for additional information.

TOTAL NUMBER OF PARTIES THAT STOPPED IN EACH REGION BY LENGTH OF STAY

	Less Than 1 Night	1 to 2 Nights	3 to 5 Nights	6 to 7 Nights	8 or More Nights	Total
Campbell	10,044	3,236	530	0	477	**14,287**
Carcross - Southern Lakes	17,617	3,208	359	97	154	**21,435**
Klondike	2,934	23,252	5,836	342	342	**32,706**
Kluane	15,572	24,891	1,242	242	138	**42,085**
North Yukon	2,078	1,269	0	0	0	**3,347**
Silver Trail	4,843	1,136	70	70	0	**6,119**
Teslin	14,975	6,109	0	0	116	**21,200**
Watson Lake	11,877	15,146	228	0	0	**27,251**
Whitehorse	16,826	37,817	6,435	901	1,391	**63,370**
Total	**96,766**	**116,064**	**14,700**	**1,652**	**2,618**	**231,800**

This table is derived from Question 8 of the 1999 Regional Questionnaire (Page 33). See page 19 for additional information.

TOTAL NUMBER OF PARTIES THAT STOPPED IN EACH REGION BY LENGTH OF STAY (%)

	Less Than 1 Night	1 to 2 Nights	3 to 5 Nights	6 to 7 Nights	8 or More Nights	Total
Campbell	70%	23%	4%	0%	3%	**100%**
Carcross - Southern Lakes	82%	15%	2%	0%	1%	**100%**
Klondike	9%	71%	18%	1%	1%	**100%**
Kluane	37%	59%	3%	1%	0%	**100%**
North Yukon	62%	38%	0%	0%	0%	**100%**
Silver Trail	79%	19%	1%	1%	0%	**100%**
Teslin	70%	29%	0%	0%	1%	**100%**
Watson Lake	43%	56%	1%	0%	0%	**100%**
Whitehorse	27%	60%	10%	1%	2%	**100%**

This table is derived from Question 8 of the 1999 Regional Questionnaire (Page 33). See page 19 for additional information.

APPENDIX TWO - DETAILED TABLES

TOTAL NUMBER OF PARTIES THAT STOPPED IN EACH REGION BY MAIN ACCOMMODATION

	Hotel/ Motel	Bed & Breakfast	Lodge/ Camp/ Cabin	Government Campground	Commercial Campground
Campbell	4,013	0	119	2,486	1,315
Carcross - Southern Lakes	10,065	158	160	1,990	2,845
Klondike	11,229	1,109	977	3,270	11,511
Kluane	10,641	162	439	5,729	7,576
North Yukon	379	0	0	1,140	593
Silver Trail	1,413	47	132	536	3,038
Teslin	3,975	0	241	1,549	5,374
Watson Lake	6,206	270	0	1,893	9,026
Whitehorse	23,313	789	310	2,958	13,775
Total	**71,234**	**2,535**	**2,378**	**21,551**	**55,053**

	Camping in the Bush	Roadside/ Pullout	Friends/ Relatives	Not Stated	Other	Total
Campbell	564	256	306	5,144	84	14,287
Carcross - Southern Lakes	161	554	906	4,272	324	21,435
Klondike	614	366	683	2,372	575	32,706
Kluane	162	1,723	501	14,427	725	42,085
North Yukon	83	83	0	855	214	3,347
Silver Trail	304	47	47	508	47	6,119
Teslin	117	1,186	77	8,098	583	21,200
Watson Lake	157	822	142	8,237	498	27,251
Whitehorse	773	555	4,001	15,628	1,268	63,370
Total	**2,935**	**5,592**	**6,663**	**59,541**	**4,318**	**231,800**

This table is derived from Question 9 of the 1999 Regional Questionnaire (Page 33). See page 19 for additional information.

TOTAL NUMBER OF PARTIES THAT STOPPED IN EACH REGION BY MAIN ACCOMMODATION (%)

	Hotel/ Motel	Bed & Breakfast	Lodge/ Camp/ Cabin	Government Campground	Commercial Campground
Campbell	28%	0%	1%	17%	9%
Carcross - Southern Lakes	47%	1%	1%	9%	13%
Klondike	34%	4%	3%	10%	35%
Kluane	25%	1%	1%	13%	18%
North Yukon	11%	0%	0%	34%	18%
Silver Trail	23%	1%	2%	9%	49%
Teslin	19%	0%	1%	7%	25%
Watson Lake	22%	1%	0%	7%	33%
Whitehorse	37%	1%	1%	5%	22%

	Camping in the Bush	Roadside/ Pullout	Friends/ Relatives	Not Stated	Other	Total
Campbell	4%	2%	2%	36%	1%	100%
Carcross - Southern Lakes	1%	3%	4%	20%	1%	100%
Klondike	2%	1%	2%	7%	2%	100%
Kluane	1%	4%	1%	34%	2%	100%
North Yukon	2%	2%	0%	26%	7%	100%
Silver Trail	5%	1%	1%	8%	1%	100%
Teslin	1%	5%	1%	38%	3%	100%
Watson Lake	1%	3%	1%	30%	2%	100%
Whitehorse	1%	1%	6%	24%	2%	100%

This table is derived from Question 9 of the 1999 Regional Questionnaire (Page 33). See page 19 for additional information.

RATING OF FEATURES OR SERVICES BY VISITORS THAT STOPPED IN THE NORTH REGION

	Poor or Very Poor Quality	Good or Very Good Quality
Natural Attractions/ Scenery	0%	100%
Opportunity to View Wildlife	9%	25%
Attractions		
Museums and Interpretive Centres	0%	100%
Service/ Hospitality	0%	100%
Value for Money	4%	96%
Impression of the Region		
People and Communities	0%	100%
Hospitality	0%	100%
Safety	0%	90%
Infrastructure		
Roads and Highways	17%	69%
Parking	3%	94%
RV Dump Stations	0%	100%
Directional Signs	0%	98%
Information Signs	0%	100%
Roadside Information Displays	0%	100%
Outdoor/ Wilderness Activities		
Variety or Selection	0%	100%
Service/ Hospitality	--	--
Value for Money	0%	100%
Accommodations		
Variety or Selection	5%	90%
Service/ Hospitality	0%	95%
Value for Money	10%	90%
Restaurants		
Variety or Selection	0%	83%
Service/ Hospitality	3%	97%
Value for Money	10%	90%
Tours		
Variety or Selection	0%	100%
Service/ Hospitality	0%	100%
Value for Money	0%	100%
Entertainment and Recreation		
Variety or Selection	0%	100%
Service/ Hospitality	0%	100%
Value for Money	33%	62%
Yukon Arts and Crafts		
Variety or Selection	42%	42%
Service/ Hospitality	0%	58%
Value for Money	58%	42%
Shopping and Retail Services		
Variety or Selection	0%	68%
Service/ Hospitality	0%	77%
Value for Money	9%	32%
Automobile and RV Service/ Repair		
Variety or Selection	0%	36%
Service/ Hospitality	0%	64%
Value for Money	54%	46%

This table is derived from Question 17 of the 1999 Regional Questionnaire (Page 36). See page 31 for additional information.

APPENDIX TWO - DETAILED TABLES

Note: the 1994 expenditure figures have been adjusted for inflation and reported in 1999 equivalent dollars.

TOTAL SPENDING BY VISITORS THAT STOPPED IN EACH REGION

	1994	1999	% Change
Campbell	$2,276,975	$1,576,850	-31%
Carcross - Southern Lakes	$4,282,957	$3,808,236	-11%
Klondike	$9,361,194	$13,768,159	47%
Kluane	$7,893,744	$6,363,557	-19%
North Yukon	$271,170	$581,124	114%
Silver Trail	$716,595	$1,803,394	152%
Teslin	$2,154,054	$1,767,453	-18%
Watson Lake	$9,200,118	$4,553,635	-51%
Whitehorse	$14,052,376	$28,455,634	102%
Total	$50,209,183	$62,678,042	25%

This table is derived from Question 11 of the 1999 Regional Questionnaire (Page 33). See page 22 for additional information.

AVERAGE SPENDING BY EACH PARTY THAT STOPPED IN EACH REGION

	1994	1999	% Change
Campbell	$108	$73	-32%
Carcross - Southern Lakes	$135	$97	-28%
Klondike	$296	$306	3%
Kluane	$116	$89	-23%
North Yukon	$76	$123	62%
Silver Trail	$105	$225	114%
Teslin	$103	$45	-56%
Watson Lake	$250	$129	-48%
Whitehorse	$119	$150	26%

This table is derived from Question 1 and 11 of the 1999 Regional Questionnaire (Page 32 and 33). See page 22 for additional information.

AVERAGE SPENDING PER PERSON PER NIGHT BY VISITORS THAT STOPPED IN EACH REGION

	1994	1999	% Change
Campbell	$64	$31	-52%
Carcross - Southern Lakes	$62	$41	-34%
Klondike	$79	$85	8%
Kluane	$57	$40	-30%
North Yukon	$38	$41	8%
Silver Trail	$57	$106	86%
Teslin	$63	$22	-65%
Watson Lake	$129	$57	-56%
Whitehorse	$66	$56	-15%

This table is derived from Question 1 and 11 of the 1999 Regional Questionnaire (Page 32 and 33). See page 23 for additional information.

Note: the 1994 expenditure figures have been adjusted for inflation and reported in 1999 equivalent dollars.

TOTAL SPENDING PER PARTY PER NIGHT BY PARTIES THAT STOPPED IN EACH REGION

	Zero	$25 or less	$26 to $50	$51 to $75	$76 to $100	$100 or more	Total
Campbell	3,383	3,013	1,107	993	596	5,195	14,287
Carcross - Southern Lakes	2,486	2,348	1,361	1,666	4,072	9,502	21,435
Klondike	726	1,150	2,635	1,488	2,653	24,054	32,706
Kluane	2,446	5,822	7,960	4,268	5,931	15,658	42,085
North Yukon	593	0	1,140	0	249	1,365	3,347
Silver Trail	263	350	324	93	486	4,603	6,119
Teslin	4,981	4,292	2,137	1,967	2,735	5,088	21,200
Watson Lake	1,147	1,567	4,902	1,850	2,522	15,263	27,251
Whitehorse	15,258	4,822	4,639	3,568	3,082	32,001	63,370
Total	31,283	23,364	26,205	15,893	22,326	112,729	231,800

This table is derived from Question 8 and 11 of the 1999 Regional Questionnaire (Page 33). See page 23 for additional information.

TOTAL SPENDING PER PARTY PER NIGHT BY PARTIES THAT STOPPED IN EACH REGION (%)

	Zero	$25 or less	$26 to $50	$51 to $75	$76 to $100	$100 or more	Total
Campbell	24%	21%	8%	7%	4%	36%	100%
Carcross - Southern Lakes	12%	11%	6%	8%	19%	44%	100%
Klondike	2%	4%	8%	5%	8%	73%	100%
Kluane	6%	14%	19%	10%	14%	37%	100%
North Yukon	18%	0%	34%	0%	7%	41%	100%
Silver Trail	4%	6%	5%	2%	8%	75%	100%
Teslin	24%	20%	10%	9%	13%	24%	100%
Watson Lake	4%	6%	18%	7%	9%	56%	100%
Whitehorse	24%	8%	7%	6%	5%	50%	100%

This table is derived from Question 8 and 11 of the 1999 Regional Questionnaire (Page 33). See page 23 for additional information.

TOTAL SPENDING BY VISITORS THAT STOPPED IN EACH REGION BY ORIGIN

	Canada	Overseas	U.S.A.	Total
Campbell	$488,051	$166,429	$922,370	$1,576,850
Carcross - Southern Lakes	$716,882	$1,293,251	$1,798,103	$3,808,236
Klondike	$5,321,666	$2,175,313	$6,271,180	$13,768,159
Kluane	$720,611	$2,567,307	$3,075,639	$6,363,557
North Yukon	$517,201	$26,918	$37,005	$581,124
Silver Trail	$641,631	$373,604	$788,159	$1,803,394
Teslin	$547,200	$227,489	$992,764	$1,767,453
Watson Lake	$1,407,988	$393,836	$2,751,811	$4,553,635
Whitehorse	$6,604,266	$6,348,023	$15,503,345	$28,455,634
Total	$16,965,496	$13,572,170	$32,140,376	$62,678,042

This table is derived from Question 4 and 11 of the 1999 Regional Questionnaire (Page 32 and 33). See page 24 for additional information.

APPENDIX TWO - DETAILED TABLES

Note: the 1994 expenditure figures have been adjusted for inflation and reported in 1999 equivalent dollars.

AVERAGE SPENDING BY EACH PARTY THAT STOPPED IN EACH REGION BY ORIGIN

	1994			1999		
	Canada	Overseas	U.S.A.	Canada	Overseas	U.S.A.
Campbell	$248	$102	$90	$29	$20	$140
Carcross - Southern Lakes	$172	$83	$139	$161	$236	$80
Klondike	$354	$200	$287	$485	$340	$258
Kluane	$187	$161	$108	$144	$222	$72
North Yukon	$108	$27	$82	$284	$29	$69
Silver Trail	$179	$100	$81	$276	$311	$186
Teslin	$110	$219	$99	$72	$99	$41
Watson Lake	$300	$349	$231	$203	$230	$113
Whitehorse	$245	$171	$101	$260	$346	$126

This table is derived from Question 1, 4 and 11 of the 1999 Regional Questionnaire (Page 32 and 33). See page 24 for additional information.

TOTAL SPENDING BY PARTIES THAT STOPPED IN EACH REGION BY MODE OF TRANSPORTATION

	Car, Truck or Van	Motorhome, RV or Camperized Bus	Bus or Motorcoach	Other	Total
Campbell	$473,796	$337,835	N/A	$765,219	**$1,576,850**
Carcross - Southern Lakes	$1,367,642	$644,129	$1,400,965	$395,500	**$3,808,236**
Klondike	$6,605,865	$4,440,155	$2,296,583	$425,556	**$13,768,159**
Kluane	$2,559,265	$2,630,615	$1,090,735	$82,942	**$6,363,557**
North Yukon	N/A	N/A	N/A	N/A	**$581,124**
Silver Trail	$564,510	$967,107	$168,064	$103,713	**$1,803,394**
Teslin	$565,804	$939,218	$179,090	$83,341	**$1,767,453**
Watson Lake	$1,579,874	$2,281,789	$586,216	$105,756	**$4,553,635**
Whitehorse	$13,947,450	$4,920,114	$5,667,124	$3,920,946	**$28,455,634**
Total	**$28,142,257**	**$17,160,962**	**$11,388,777**	**$5,986,046**	**$62,678,042**

This table is derived from Question 10 and 11 of the 1999 Regional Questionnaire (Page 33). See page 25 for additional information.

TOTAL SPENDING BY PARTIES THAT STOPPED IN EACH REGION BY MODE OF TRANSPORTATION (%)

	Car, Truck or Van	Motorhome, RV or Camperized Bus	Bus or Motorcoach	Other	Total
Campbell	30%	21%	N/A	49%	100%
Carcross - Southern Lakes	36%	17%	37%	10%	100%
Klondike	48%	32%	17%	3%	100%
Kluane	40%	42%	17%	1%	100%
North Yukon	N/A	N/A	N/A	N/A	100%
Silver Trail	31%	54%	9%	6%	100%
Teslin	32%	53%	10%	5%	100%
Watson Lake	35%	50%	13%	2%	100%
Whitehorse	49%	17%	20%	14%	100%

This table is derived from Question 10 and 11 of the 1999 Regional Questionnaire (Page 33). See page 25 for additional information.

Note: the 1994 expenditure figures have been adjusted for inflation and reported in 1999 equivalent dollars.

AVERAGE SPENDING BY EACH PARTY THAT STOPPED IN EACH REGION BY MODE OF TRANSPORTATION

	Car, Truck or Van	Motorhome, RV or Camperized Bus	Bus or Motorcoach	Other	Total
Campbell	$21	$36	N/A	N/A	**$73**
Carcross - Southern Lakes	$81	$74	$115	$361	**$97**
Klondike	$261	$331	$382	$586	**$306**
Kluane	$51	$131	$123	N/A	**$89**
North Yukon	N/A	N/A	N/A	N/A	**$123**
Silver Trail	$207	$242	$195	$273	**$225**
Teslin	$28	$60	$81	N/A	**$45**
Watson Lake	$61	$170	$224	N/A	**$129**
Whitehorse	$72	$150	$318	$326	**$150**

This table is derived from Question 1, 10 and 11 of the 1999 Regional Questionnaire (Page 32 and 33). See page 25 for additional information.

TYPICAL SPENDING OF $100 BY VISITORS THAT STOPPED IN THE NORTH REGION BY ORIGIN

	Visitor Origin			
	Canada	U.S.A.	Overseas	Total
Transportation	N/A	N/A	N/A	N/A
Accommodation	N/A	N/A	N/A	N/A
Groceries and Alcoholic Beverages	N/A	N/A	N/A	N/A
Meals in Restaurants	N/A	N/A	N/A	N/A
Outdoor/ Wilderness Activities	N/A	N/A	N/A	N/A
Entertainment and Recreation	N/A	N/A	N/A	N/A
Yukon Indian Arts and Crafts	N/A	N/A	N/A	N/A
Other Yukon-made Arts and Crafts	N/A	N/A	N/A	N/A
Shopping and Souvenirs	N/A	N/A	N/A	N/A
Other Expenses	N/A	N/A	N/A	N/A
Total	**N/A**	**N/A**	**N/A**	**N/A**

This table is derived from Question 1, 4, 11 and 11.1 of the 1999 Regional Questionnaire (Page 32, 33 and 34). See page 26 for additional information.

TYPICAL SPENDING OF $100 BY VISITORS THAT STOPPED IN THE NORTH REGION BY MODE OF TRANSPORTATION

	Car, Truck or Van	Motorhome, RV or Camperized Bus	Bus or Motorcoach	Other
Transportation	N/A	N/A	N/A	N/A
Accommodation	N/A	N/A	N/A	N/A
Groceries and Alcoholic Beverages	N/A	N/A	N/A	N/A
Meals in Restaurants	N/A	N/A	N/A	N/A
Outdoor/ Wilderness Activities	N/A	N/A	N/A	N/A
Entertainment and Recreation	N/A	N/A	N/A	N/A
Yukon Indian Arts and Crafts	N/A	N/A	N/A	N/A
Other Yukon-made Arts and Crafts	N/A	N/A	N/A	N/A
Shopping and Souvenirs	N/A	N/A	N/A	N/A
Other Expenses	N/A	N/A	N/A	N/A
Total	**N/A**	**N/A**	**N/A**	**N/A**

This table is derived from Question 1, 10, 11 and 11.1 of the 1999 Regional Questionnaire (Page 32, 33 and 34). See page 27 for additional information.

APPENDIX TWO - DETAILED TABLES

PARTIES THAT PLANNED TO STOP IN EACH REGION PRIOR TO ARRIVING IN THE REGION (%)

	1994			1999		
	Yes	No	Not Stated	Yes	No	Not Stated
Campbell	83%	9%	8%	85%	15%	0%
Carcross - Southern Lakes	79%	19%	2%	90%	10%	0%
Klondike	88%	7%	5%	88%	12%	0%
Kluane	60%	19%	21%	89%	11%	0%
North Yukon	72%	4%	24%	94%	6%	0%
Silver Trail	78%	14%	8%	91%	9%	0%
Teslin	80%	18%	2%	72%	28%	0%
Watson Lake	80%	15%	5%	73%	27%	0%
Whitehorse	89%	10%	1%	86%	14%	0%

This table is derived from Question 12 of the 1999 Regional Questionnaire (Page 34). See page 28 for additional information.

SOURCES PARTIES USED TO PLAN THEIR VISIT TO THE NORTH REGION PRIOR TO ARRIVING IN THE REGION

North Yukon - Planning - Before

	Parties	Percentage
Milepost	2,078	66%
Brochures/ Pamphlets	510	16%
Word of Mouth	428	14%
Personal Experience	380	12%
Maps	380	12%
Tourism Bureau	297	9%
Travel Agent	214	7%

These tables are derived from Question 12.1 of the 1999 Regional Questionnaire (Page 34). See page 29 for additional information.

SOURCES PARTIES USED TO PLAN THEIR VISIT TO THE NORTH REGION AFTER ARRIVING IN THE REGION

North Yukon - Planning - During

	Parties	Percentage
Visitor Information Centre	2,671	90%
Milepost	510	17%
Word of Mouth	297	10%
Brochures/ Pamphlets	214	7%
Books About Region	214	7%
Information from Hotels	83	3%

These tables are derived from Question 13.1 of the 1999 Regional Questionnaire (Page 34). See page 29 for additional information.